

**Name:**

**Intention:**

**PURPOSEFUL**

**My purpose**

**PERSONAL**

**Primary audiences**

**Secondary audiences**

**DISTINCT**

**Vision**

**Values / Behaviours**

**Essence & Value Proposition**

**Mission**

**Archetype / Character**

**ACTIVE**

**Objectives /  
Plan summarised**

**Commitments**

**Channels (OSEP)**

**SKILLED**

**Skills audited**